

## **ELECTRONIC PUBLISHING SYSTEM**

### **ABSTRACT OF THE DISCLOSURE**

An electronic publishing system for efficiently and creatively disseminating information.

In particular, the electronic publishing system includes: (1) a data collection interface for collecting user data from users of websites; (2) a database for storing the user data; (3) a publisher interface system to allow publisher to create an original message specification; and (4) a message builder for composing and sending an informational message according to the message specification. The electronic publishing system allows website publishers to selectively distribute information to pre-determined users of their websites in creative formats without having to maintain mailing lists. Further, the electronic publishing system allows website publishers to assess whether the information is likely to be flagged as spam.